“Instagram was our threat.”

Posted 2012-01-26 23:52:32 UTC

Status Instagram is eating our lunch. We should've owned this space but we're already losing quite badly. Lots of new friends are joining and following me every week, and I find myself checking it far more often than FB Mobile. It's a far more focused, compelling way to keep up with what my friends are doing. Google+ is a red herring — we are getting distracted by a shitty clone while guys like Instagram and Pinterest ramp up and create new markets that we should've seen coming.

Mobile

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from: Mark Zuckerberg

to: Mark Zuckerberg

time: Mon Apr 09 10:51:24 PDT 2012 (1333993884473)

Yeah, I remember your internal post about how Instagram was our threat and not Google+. You were basically right. One thing about startups though is you can often acquire them. I think this is a good outcome for everyone.
"[T]hey could be very disruptive to us."

“The businesses are nascent but the networks are established, the brands are already meaningful and if they grow to a large scale they could be very disruptive to us."
“[N]eutralize a potential competitor?”

1) [N]eutralize a potential competitor?

2) [A]cquire talent?

3) [I]ntegrate their products with ours in order to improve our service?”
“[W]hat we’re really buying is time.”

There are . . . a finite number of different social mechanics to invent.”

“[W]hat we’re really buying is time.”